

**I CLAIM:**

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AI
1. A system for generating discount or promotional coupons, comprising,  
a television receiver located at a viewer's premises, said television receiver  
including a communications device and a remote control unit,  
5 data processing means, responsive to selections by the viewer, via the remote  
control unit, for transmitting a request for a particular coupon to a broadcaster central station via  
said communications device,  
means included within said broadcaster central station for transmitting to a  
manufacturer coupon generator station a coupon request, which request includes specific  
10 information regarding the product of interest,  
first means included within said manufacturer's coupon generator station for  
receiving said specific information regarding said product of interest, said manufacturer's coupon  
generator station also having available point-of-sale information regarding said product, and  
15 second means included within said manufacturer's coupon generator station for  
analyzing said specific information regarding said product of interest, and said point-of-sale  
information and issuing a coupon to said viewer based on said analyzed information.
2. A system in accordance with claim 1 wherein said request for a coupon includes  
information specifying a time when said coupon is requested.
3. A system in accordance with claim 2 wherein said first means included within said  
20 manufacturer's coupon generator station further includes means for comparing said time when

said coupon is requested with a time when commercials for said product of interest were broadcast.

4. A system in accordance with claim 1 wherein said second means issues said coupon at a value intended to provide maximum sales of said product of interest.

5. A system in accordance with claim 1 wherein said second means issues said coupon at a value which varies depending on the geographic location of said viewer.

6. A system in accordance with claim 1 wherein said coupon is a short life coupon.

7. A system in accordance with claim 1 wherein said coupon, upon issuance, is printed for said viewer by a printer attached to said data processing means.

8. A system in accordance with claim 1 wherein said coupon, upon issuance, is electronically stored by said data processing means.

9. A system in accordance with claim 8 wherein said electronically stored coupon can subsequently be printed or redeemed electronically by said viewer.

10. A system in accordance with claim 1 wherein said coupon includes inquiries which may be electronically or manually answered by said viewer as part of a contest.

11. A system in accordance with claim 1 wherein said transmitting means includes means for assembling and transmitting consumer profile information along with said information regarding the product of interest.

12. A system in accordance with claim 1 wherein said coupon is a promotional coupon.